



Governor's Film and Television Commission

May 26, 2009 – 3:00 PM

State Capitol Executive Tower –Governors Conference Room

OVERVIEW

ATTENDEES: Lawrence Moore, Co-Chairman; Barry Kluger, Co-Chairman; Tony Astorga; Don Livesay; Richard Foreman; F. Miguel Valenti

BY PHONE: Kay Daggett; Michael Dixon; Fred Johnston; Shelli Hall; Malachy Wienges

EX OFFICIO: Kent Ennis, ADOC Director

ADOC STAFF: Harry Tate; Mike Smith

Call to Order – Chairmen Moore

Approval of minutes – Chairman Moore

- Absent a quorum, the March 25, 2009 meeting minutes were not approved.

ADOC Film Office Update Intro – Chairman Kluger

ADOC Film Office Update – Harry Tate, Director

Mr. Tate gave an overview of the Film Office marketing efforts as relates to web advertising and the Film Office website. Fiscal Year 2009 marks the fourth consecutive fiscal year the Arizona Film Office and the Arizona Office of Tourism have managed a cooperative media plan targeting the film and television industries. The primary purpose of this plan is to drive traffic to the film office website and keep “Film in Arizona” at the top of all top industry leaders minds. The graphs depicted on page two of the handout reflect “website view” data from FY 2007 through FY 2009. During this timeframe the Film Office updated to a new tracking platform that better calculates multiple page view data from an individual user during a single session, it also parallels the Film Office launch of its award winning “Anything can happen in Arizona” campaign. Tracking “click through” homepage views as they apply to total views helps us effectively report homepage activity directed to our homepage via online banner placements (i.e. clicking on an “Anything can happen in Arizona” banner ad on the THR.com (The Hollywood Reporter) website will register differently than if the Commerce website is typed into the web browser).

Mr. Tate also explained that in late April 2009, the Film Office began using the viral networking tool, Twitter, to continue its outreach to tech savvy filmmakers and interactive media creators. The Film Office primarily uses the micro blogging service to announce updates to the HotWeb (Casting and Crew calls) and updates regarding the current available credit allocation for the Arizona Motion Picture Tax Incentive Program.

Mr. Tate related that in the previous two weeks, the Film Office has obtained 95 “followers” and ranks in the top 100 of users under the tag term “filmmaking” on WeFollow.com. The Film Office Twitter site is www.twitter.com/FilminAZ.

Director Ennis asked what the Film Office attributed the rise in “homepage” views last year to, with this years hits being more in-line with 2007? Mr. Tate related that it peaked in January 2008 because of our on-line presence with “The Hollywood Reporter” and since our contract ran out, obviously our exposure was affected and dropped. The economy has had some affect on the industry as well and inquiries are down at the Film Office as well.

Director Ennis also inquired as to what affect adding the Film Office to “Twitter” has had. Mr. Tate indicated that since being added to Twitter in late April, the Film Office has received approximately 95 responses (“followers”) and that Ken Chapa is filtering those to ascertain which are actual film industry leads. Using Twitter is not meant to be a benchmark tool, but rather is being used more to expose the Film Office and to drive followers to the Film Office website.

Commissioner Valenti asked if there is an argument to be made that by increasing the marketing budget that hits would be increased, and thus production work would increase in the State. Mr. Tate indicated that because of the States current budget woes, that some filmmakers have the impression that the MOPIC program is no longer in existence or no longer has any funds to offer. Messages on Twitter are being sent indicating the amount of remaining funds in the MOPIC program and driving followers to the website for more information and the application process.

Commission Announcements – Chairman Kluger

Chairman Kluger announced that Commissioner Michael Dixon was recently awarded the Doctor of Ministry (D.Min) in Pastoral Theology. Commissioner Dixon provides spiritual counseling at two assisted living homes and serves as Chaplain on the Ethics Committee of Hospice of Arizona and hopes to someday expand that work to hospital chaplaincy work. All in attendance joined in congratulating Commissioner Dixon on his prestigious achievement.

Workforce Workgroup Review – Commissioner Valenti

Commissioner Valenti relayed that the Maricopa Skill Center will be conducting training sessions for Hair & Makeup sometime during June. The Navajo Nation will also be conducting training June 18-20 and there will be training being conducted at the Department of Education, Career Technical Education Conference in Tucson July 17 – 22. The Maricopa Skill Center is slated to begin offering more permanent training whereby they will add the training into their curriculum and course offerings. Also

proposed is the possibility of rotating training from one educational institution to another. A couple concerns remain and will be worked out as to instructor availability and insurance requirements for the schools.

Chairman Moore commended Commissioner Valenti and all involved with the Workforce Committee effort for making this into what is turning out to be a viable statewide program.

Planning Discussion – Chairman Kluger

Chairman Kluger spoke of the need for having an educational awareness or an outreach type function to inform industry leaders and possibly legislators about the film industry in Arizona. Given that, Commissioner Livesay has received approval from the Arizona Production Association (APA) to invite commissioners, legislators, etc. to the APA's "Last Chance Closing Party" being held on May 29th. This is an informal function where attendees can network with film industry professionals. Commissioner Livesay indicated this is a purely voluntary function and asked that if possible, Commissioners contact their respective legislators and invite them as well.

Commissioner Astorga commented that at one time the Commission had a list of legislators that were "sensitivity to our concerns" to the Commissions purpose. He said that without the support of our legislators, and the Governor, we are all but doomed. They need to be better informed as to what exactly the film industry does in Arizona and how it can benefit the state in more ways than only a monetary way – have a positive impact on the states economy and have an impact on the budget deficit.

Chairman Moore agreed and said that lately the feeling has been that we have possibly been kind of "cut off" from the Governors office. He said that in collaborating with the production community as well as legislators; that this, although a small step, is a positive step at re-engaging with the very people that will continue to ensure our success and fight for our cause.

Commissioner Foreman suggested possibly drafting a letter from the Commission to the Governor and possibly legislators informing them of the importance of the film industry in Arizona as well as the role the Film Office plays in addition to the Commission.

Commissioner Livesay suggested that the Commission become more involved with and attend more industry events such as the APA's upcoming party. This would allow better networking and marketing the role of the Commission and the film industry in Arizona.

Commissioner Valenti commented that the educational institutions in the State graduate anywhere from 800 to 1000 students a year and that the majority of the students then are forced to move to another State for work because there isn't enough work in Arizona. Commissioner Valenti suggested possibly inviting some key legislators into the classrooms so that they can get a better feel for what is being done and for the need

to better promote the film industry in Arizona. This can be a very strong revenue generating industry for Arizona as long as it's continuously promoted and marketed.

Commissioner Foreman suggested the letter to the Governor be a simple one page letter offering solutions and letting the Governor know that this Commission is ready, willing and able to assist in any way we can to ensure the success of the film industry in Arizona. This is a money making industry and with effort on all sides, will continue to be a viable industry for the state.

Call To The Public – Chairman Moore. There were no public comments.

Commissioner Kluger noted that he will distribute a memo to those interested in working on an outreach project for the Commission. Commissioner Kluger also indicated the next Commission meeting will be held on September 23, 2009.

Meeting Adjourned – Chairman Kluger